This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (canceled).

Claim 2 (currently amended): The method according to claim ~~10~~ 11, wherein a total of four pixels, adjacent each other in two rows and two columns on said bitmap image data plane, constitute one of the groups.

Claim 3 (currently amended): The method according to claim ~~10~~ 11, wherein a total of nine pixels, adjacent each other in three rows and three columns on said bitmap image data plane, constitute one of the groups.

Claim 4 (currently amended): The method according to claim ~~10~~ 11, wherein a total of sixteen pixels, adjacent each other in four rows and four columns on said bitmap image data plane, constitute one of the groups.

Claim 5 (currently amended): The method according to claim ~~10~~ 11, wherein said groups having the same color are partially overlapped on said bitmap image data plane.

Claim 6 (currently amended): The method according to claim ~~10~~ 11, wherein said groups having the same color do not partially overlap on said bitmap image data plane.

Claim 7 (currently amended): The method according to claim ~~10~~ 11, wherein regularity for orderly selecting a plurality of pixels that belong to one group is unified into one.

Claim 8 (currently amended): The method according to claim ~~10~~ 11, wherein regularity for orderly selecting a plurality of pixels that belong to one group is different among adjacent groups.

Claim 9 (currently amended): A display apparatus that operates based on the display method according to claim ~~10~~ 11, comprising:

a dot matrix-type display screen section in which said first color lamps, said second color lamps and said third color lamps are dispersedly arrayed;

an activating circuit section for individually activating said first lamps, second lamps and third lamps to emit light;

an image data storing section for storing bitmap multi-color image data to be displayed; and

a data distribution control section for distributing and transferring the image data stored in the image data storing section to said activating circuit section.

Claim 10 (canceled).

Claim 11 (new): A method for displaying bitmap multi-color image data on a dot-matrix type display screen, wherein said display screen is structured by a multitude of first color lamps, a multitude of second color lamps, and a multitude of third color lamps, wherein said multitude of first color lamps, said multitude of second color lamps, and said multitude of third color lamps are dispersedly arranged on said display screen evenly and according to a regular pattern, wherein said bitmap multi-color image data to be displayed on said display screen is a bitmap data comprising a multitude of pixels, and wherein each of said pixels is made of first color data, second color data, and third color data,

said method comprising:

as for said first color:

a step of dividing said multitude of pixels in said bitmap multi-color image data into a multitude of pixel groups, wherein each of said pixel groups comprises at least two of said pixels that are adjacent to each other;

a step of associating each of said pixel groups to each of said first color lamps in said display screen; and

as for each said first color lamp,

a step of selecting a pixel, from said pixels that form the pixel group associated with that first color lamp, according to a specific order, and

a step of activating that first color lamp according to the first color data of said pixel that has been selected;

as for said second color:

a step of dividing said multitude of pixels in said bitmap multi-color image data into a multitude of pixel groups, wherein each of said pixel groups comprises at least two of said pixels that are adjacent to each other;

a step of associating each of said pixel groups to each of said second color lamps in said display screen; and

as for each said second color lamp,

a step of selecting a pixel, from said pixels that form the pixel group associated with that second color lamp, according to a specific order, and

a step of activating that second color lamp according to the second color data of said pixel that has been selected; and

as for said third color:

a step of dividing said multitude of pixels in said bitmap multi-color image data into a multitude of pixel

groups, wherein each of said pixel groups comprises at least two of said pixels that are adjacent to each other;

a step of associating each of said pixel groups to each of said third color lamps in said display screen; and

as for each said third color lamp,

a step of selecting a pixel, from said pixels that form the pixel group associated with that third color lamp, according to a specific order, and

a step of activating that third color lamp according to the third color data of said pixel that has been selected;

wherein the relative positional relationship between said first color lamps on said display screen and said pixel groups for said first color correspond to each other;

wherein the relative positional relationship between said second color lamps on said display screen and said pixel groups for said second color correspond to each other;

wherein the relative positional relationship between said third color lamps on said display screen and said pixel groups for said third color correspond to each other; and

wherein, as for a first color lamp, a second color lamp, and a third color lamp that are arranged adjacent to each other, the pixel group for said first color that is associated with that first color lamp, the pixel group for said second color that is associated with that second color lamp, and the pixel group for

said third color that is associated with that third color lamp partially overlap one another.